

**BusinessConnect**

A New Era of Smart

10/21/14

# Build a Mobile Enterprise

*Becoming the “Individual Enterprise”*

*Sebastian Taylor*

*IBM Mobile Centre of Competence*



# Agenda

## **Where we are now and what is changing**

Becoming the Individual Enterprise

How IBM can help clients on their journey



# Mobile is changing engagements and how work gets done



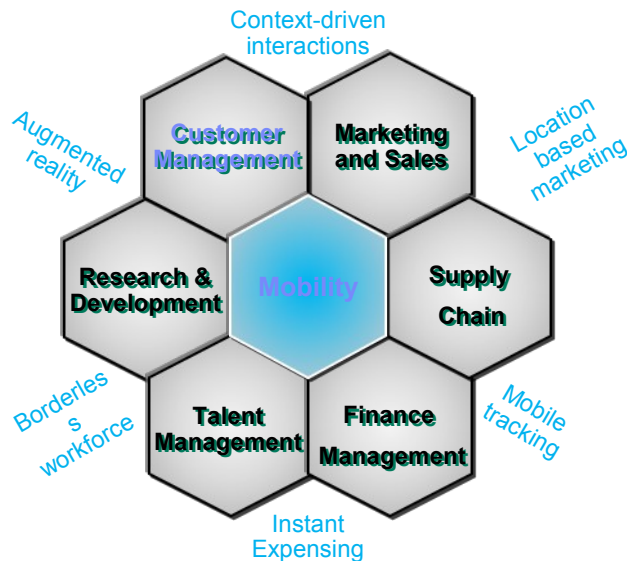
# Mobility is becoming a major business priority, with numerous applications across the enterprise

## Executives plan to invest more in mobility

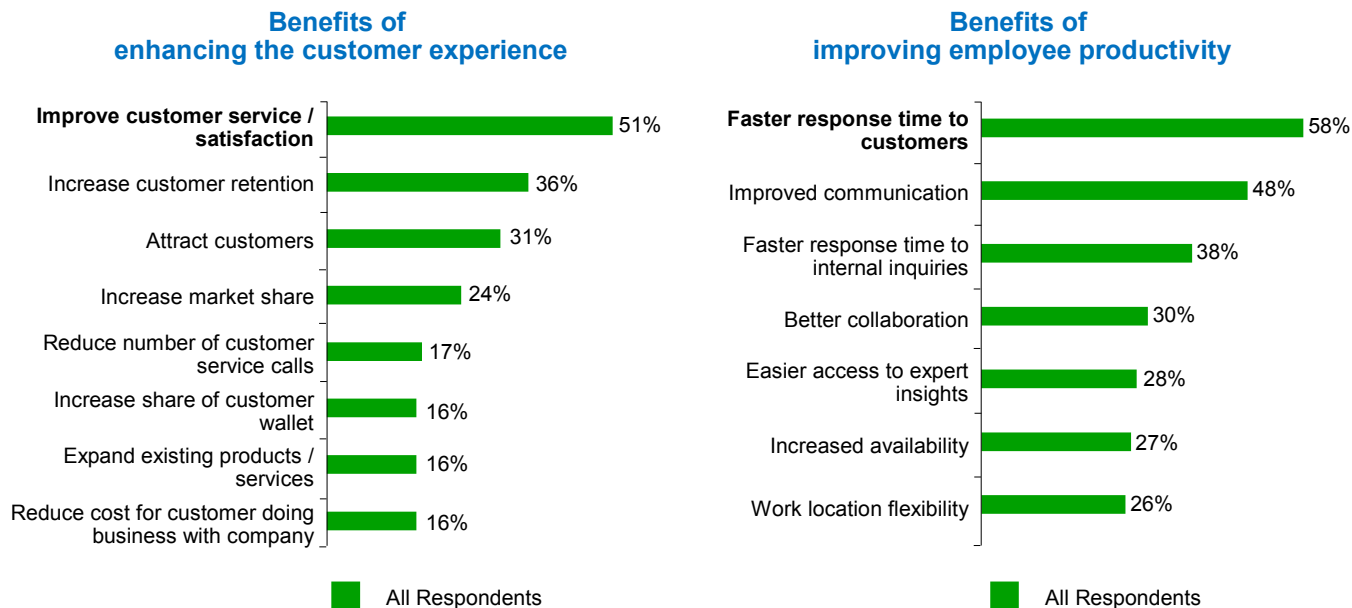
**84%** rate mobility solutions as a critical area for investment to get closer to customers  
of CIOs

**94%** rank mobility apps as a critical part of their digital marketing plans  
of CMOs

## Mobility impacts how organizations conduct business



# Why go mobile? Our customers cite numerous benefits to both enhancing the customer experience and improving employee productivity



Source: Institute for Business Value, Mobile Enterprise Study, Q2. What are the most important benefits your organization is looking to achieve when using mobile to enhance the customer experience? (Select up to 3); Q6. What are the most important benefits your organization is looking to achieve when using mobile to improve employee productivity? (Select up to 3)

## Many organizations view mobile as just another channel



### Additional transaction channel

*e.g. mobile payments and deposits*



### Extra way to connect

*e.g. alerts and notifications*



### Different mode to provide information

*e.g. providing product details*



# Similar myopia occurred during the internet revolution; many companies failed to recognize the internet's potential

Electronic books  
usurped traditional  
book sellers

**BORDERS**



Digital photography  
replaced film and  
photo paper



Online travel sites  
disrupted the airline  
ticketing industry



Streaming video  
displaced physical  
movie libraries



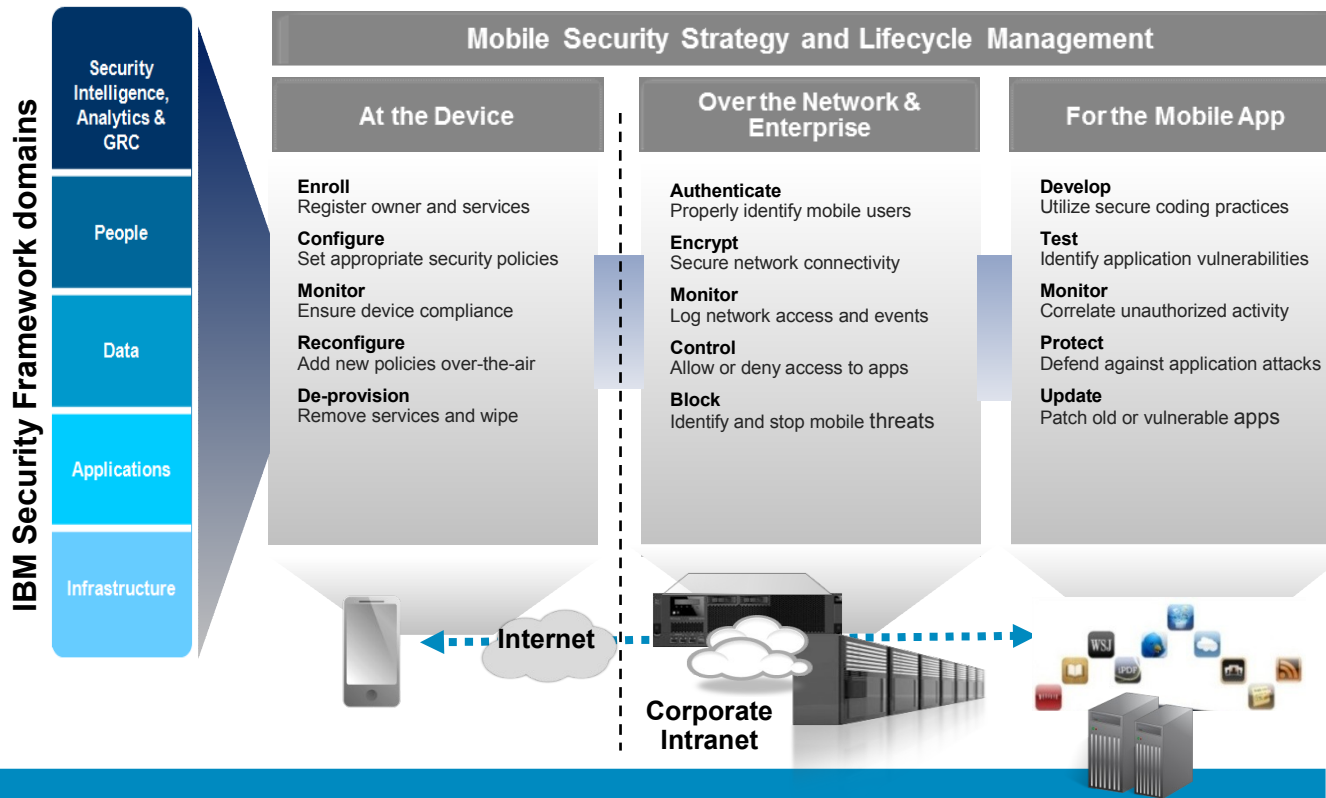
## Enterprises face several challenges on their mobile journey

- \* 1 Security**  
Devices, data and mobile applications
- \* 2 Bring Your Own Device (BYOD)**  
Employees bringing personally owned devices to work
- 3 Integrating mobile into business processes**  
Generating business value
- 4 Mobile applications**  
Development, deployment and management  
Exploding growth of wireless devices - Internet of Things
- 5 Skills and infrastructure readiness**  
9 out of 10 enterprises don't have the mobile, cloud and analytics skills they need





# Securing the mobile enterprise



# BYOD is not yesterday's news!

**USE CASE: THE IBM STORY**

### BYOD at IBM

IBM's BYOD program is about supporting employees in the way they want to work, & becoming a mobile enterprise.

**25%**

Growth in the number of personally owned devices connecting to IBM's network

**115K**

Employees with personally-owned smartphones & tablets

**16,000 Macs**

Majority personally owned  
No official support – user community support only

**188K**

Mobile subscriptions paid by IBM

**50%**

Of BYOD smartphones have Samesite installed

**Smartphone Ownership & OS Type**

**100K**

Personally owned smartphones are connected to IBM email, calendar, contacts

**55k**

Smartphones

**133K**

Feature Phones

**80%**

of mobile devices are personally owned (data privacy and legal risks)

IBM Case Studies

### Growing BYOD Trends

**2013:**

SMBs supporting BYOD will increase by **14%**

**2014:**

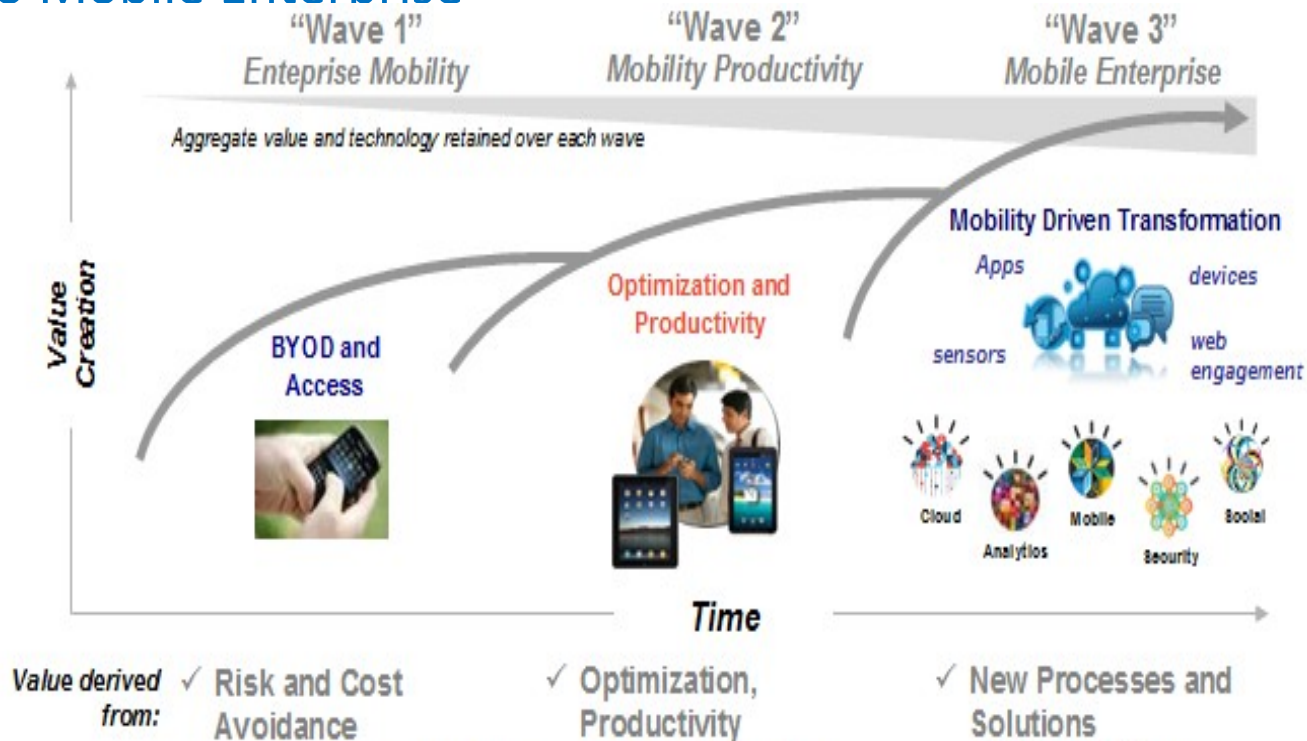
Number of connected devices: **3.3/employee**

2012 - 59%  
2013 - 73%

Employee tablet use will see a year-to-year increase of **50%**

**1.2 billion smartphones** will enter the market in the next 5 years

# We see three waves of mobility value creation, ranging from Enterprise Mobility to Mobile Enterprise



# Agenda

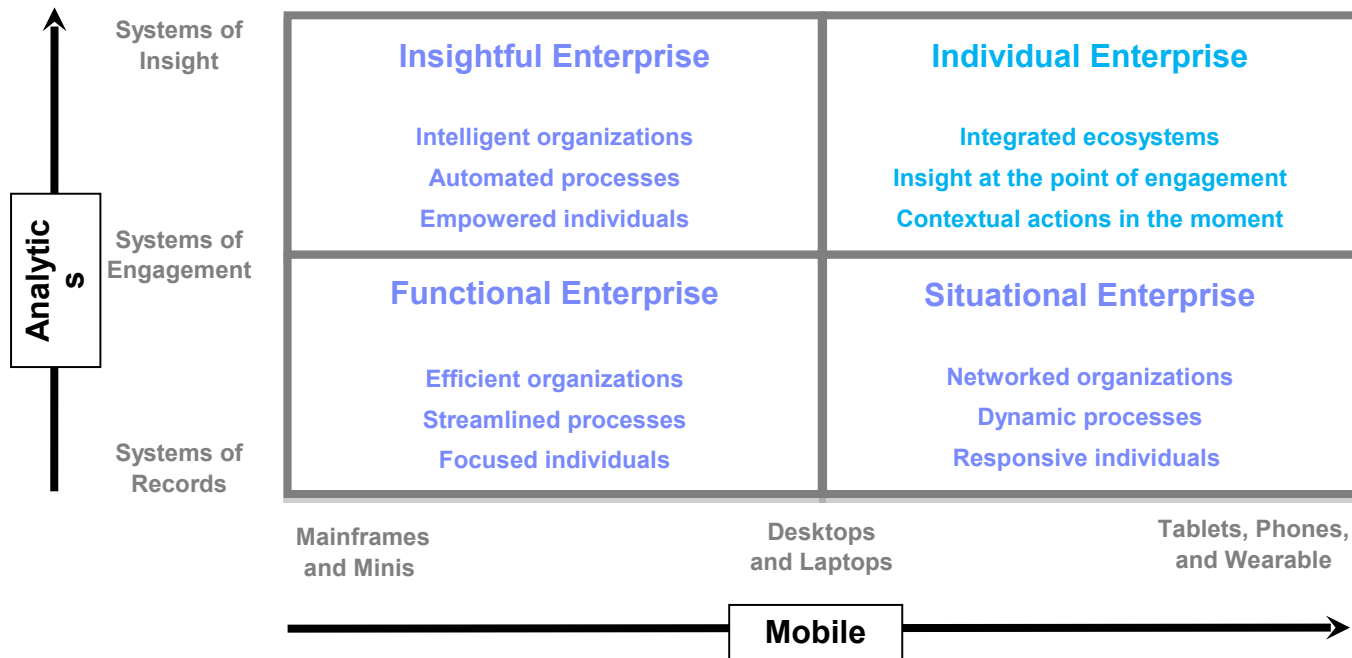
Where we are now and what is changing

## **Becoming the Individual Enterprise**

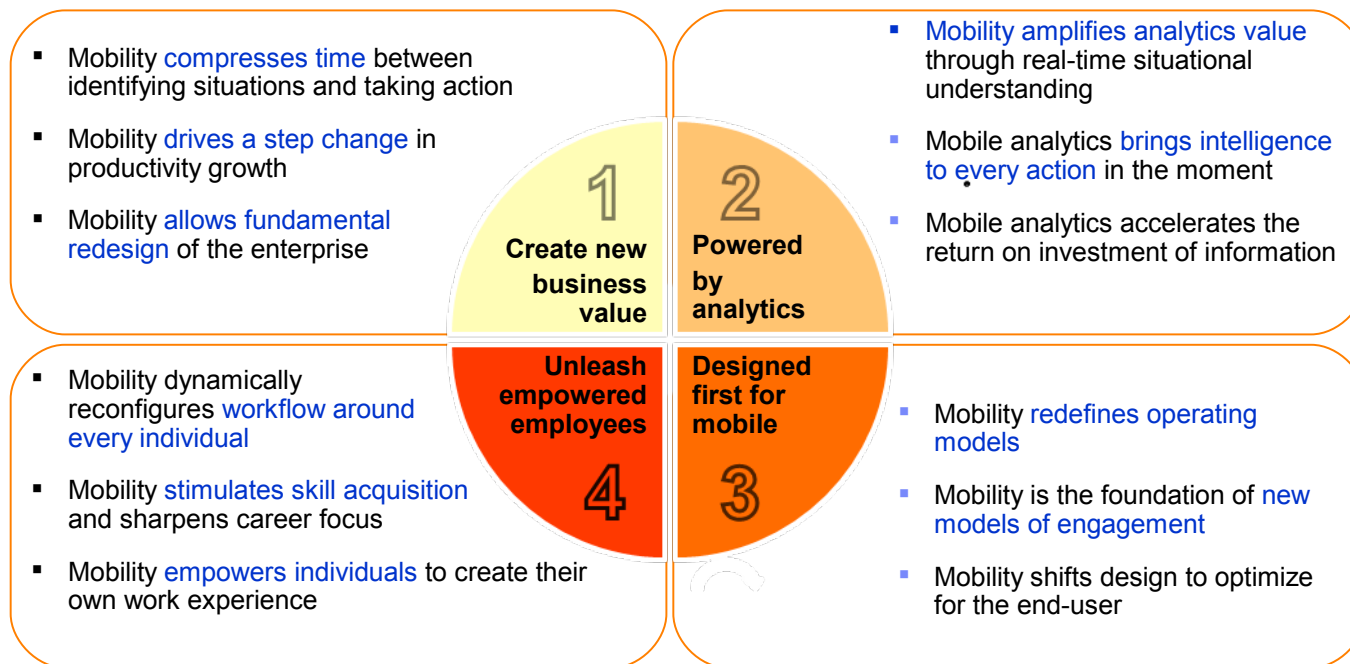
How IBM can help clients on their journey



# The double revolution of Mobile and Analytics sparks the Individual Enterprise



# The four characteristics of the Individual Enterprise



# Agenda

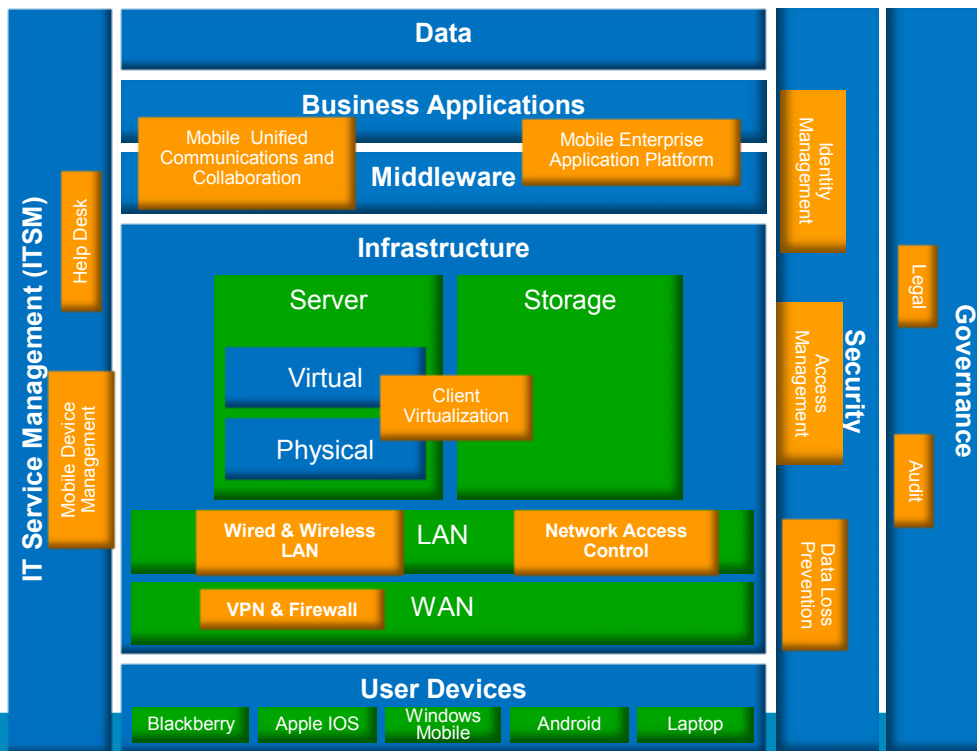
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Becoming the Individual Enterprise

**How IBM can help clients on their journey**

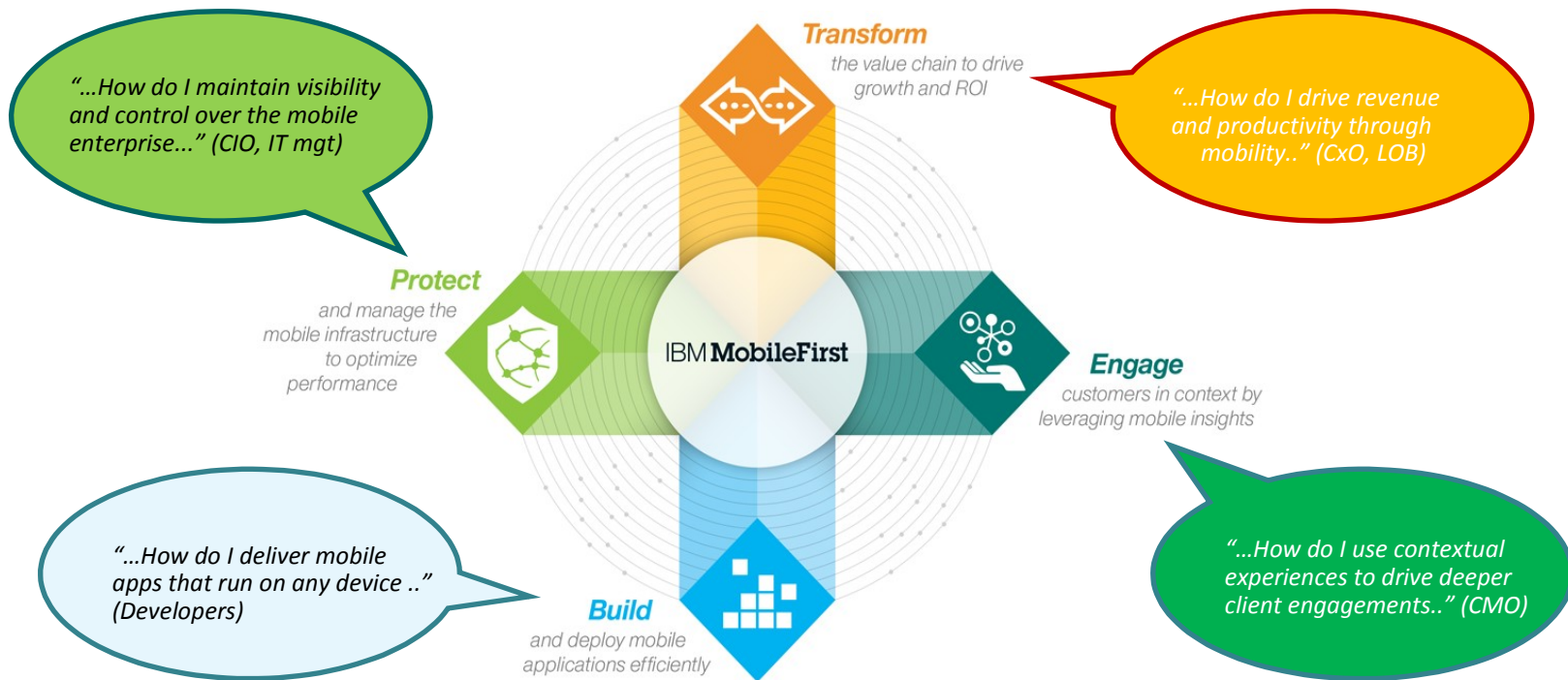


# The key to embarking on a successful mobile journey is taking a holistic and integrated “building-block” approach to your mobile infrastructure













# IBM addresses Enterprise Mobility through the four entry points in discussions with our clients



# IBM has applied the four part strategic approach itself to become a successful mobile enterprise

 <p><b>Transform</b> the value chain to drive growth and ROI</p>	<ul style="list-style-type: none"> <li>• <b>100,000+</b> smartphone users able to access email, calendar, contacts transform the way employees work</li> <li>• <b>Hundreds of thousands</b> of IBM employees are mobile</li> </ul>	
 <p><b>Engage</b> customers in context by leveraging mobile insights</p>	<ul style="list-style-type: none"> <li>• <b>100,000+</b> personally owned smartphones with various OS types</li> <li>• <b>60,000</b> of BYOD smartphones have IBM Sametime to collaborate</li> </ul>	
 <p><b>Build</b> and deploy mobile applications efficiently</p>	<ul style="list-style-type: none"> <li>• <b>Hundreds</b> of applications built for IBM AppStore</li> <li>• <b>Won the CIO 100 Award</b> in 2011</li> <li>• <b>Multiple platforms</b> and web-based apps supported</li> </ul>	
 <p><b>Protect</b> and manage the mobile infrastructure to optimize performance</p>	<ul style="list-style-type: none"> <li>• <b>25% growth</b> in number of devices connected to IBM's secure network</li> <li>• <b>70,000+</b> users on-boarded with MaaS360 Fiberlink in one month</li> <li>• <b>Less than 1/2 of 1%</b> help desk calls (&lt;500 calls)</li> </ul>	

# The IBM MobileFirst Integrated Offering Portfolio

## Mobile Device Management

- Fiberlink – MaaS360 (SWG)
- IBM MobileFirst Device Procurement & Deployment Services (GTS)
- IBM MobileFirst Managed Mobility Services (GTS)

## Security

- Secure Transactions - Trusteer Mobile
- IBM Security Access Manager for Mobile
- IBM Security App Scan
- IBM Smart and Embedded Device Security Services (GTS)

## Mobile Infrastructure Management

- Mobile Virtualization Services (GTS)
- IBM MobileFirst Network Services (GTS)

## Mobile Consulting Services (GBS)

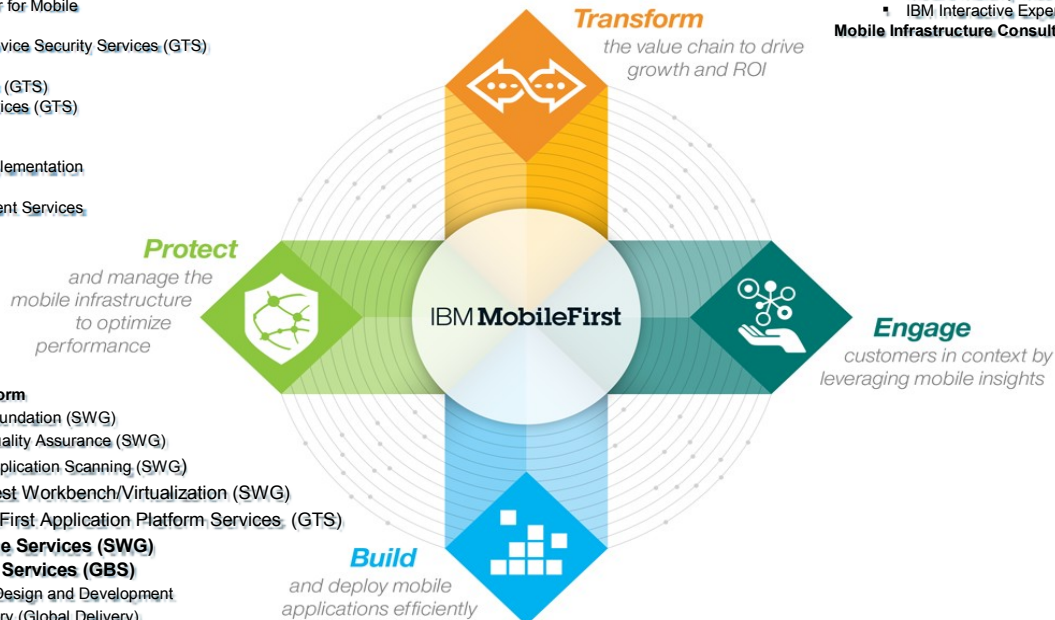
- Mobile IT Strategy and Plan
- Mobile Platform Design & Implementation
- Mobile Integration Services
- Mobile Application Management Services

## IBM MobileFirst Business Acceleration (Ready Apps)

### Mobile Consulting Services (GBS)

- Mobile Enterprise Strategy
- Mobile and Digital Design (IBM Interactive)
- Industry Process Transformation / Front Office Transformation
- Mobile Maturity Model & Target Operating Model
- IBM Interactive Experience – Mobile Studios (GBS)

### Mobile Infrastructure Consulting (GTS)



## IBM MobileFirst Platform

- Worklight Foundation (SWG)
- Worklight Quality Assurance (SWG)
- Worklight Application Scanning (SWG)
- Rational Test Workbench/Virtualization (SWG)
- IBM MobileFirst Application Platform Services (GTS)

## IBM BlueMix Mobile Services (SWG)

### Mobile Consulting Services (GBS)

- Mobile App Design and Development
- Mobile Factory (Global Delivery)
- Mobile Test Strategy & Testing Services

## Mobile Customer Engagement

- IBM Mobile Push Notification (Xtify)
- Presence Zones (SWG)
- MobileFirst Collaboration Services (GTS)
- Mobile and Digital Design (GBS/IBMi)
- Omni-Channel Experience Assessment and Strategy (GBS)

## Mobile Employee Engagement – Smarter Workforce Mobile Accelerator (GBS)

### Mobile Analytics

- Tealeaf CX Mobile (SWG)

### MobileFirst Network Services

# Gartner has recognized IBM as a leader in the Magic Quadrant for Mobile Application Development Platforms

## Magic Quadrant for Mobile Application Development Platforms

Ray Valdes, Van L. Baker, Richard Marshall, Jason Wong

September 2, 2014

*“The mobile application development platform market continues to grow, evolve and mature in response to escalating customer requirements. We assess the major vendors that enable enterprise IT developers to create mobile applications for customers, partners and employees.”*

This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The full report is available at <http://ibm.co/13TU2Dm>

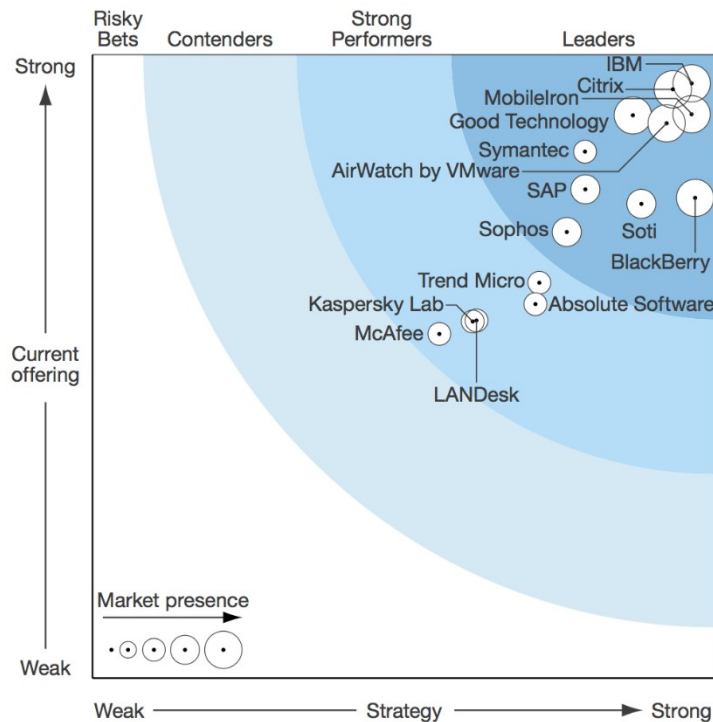
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Figure 1. Magic Quadrant for Mobile Application Development Platforms



# Forrester has recognized IBM as a leader in Enterprise Mobility Management

Figure 2 Forrester Wave™: Enterprise Mobile Management, Q3 '14



## IBM: A Leader in Enterprise Mobility Management

IBM is a Leader in the 2014 Forrester Wave for Enterprise Mobile Management, ranked Highest in Current Offering and received top scores in 20 out of 27 categories.

# Industry Solutions – Powered by *IBM Ready Apps*

<b>Industry</b>	<b>Banking</b> <ul style="list-style-type: none"> <li>Retail Banking (Mobile Banking)</li> <li>SME Banking (Mobile Banking &amp; Access)</li> <li>Wealth Management</li> </ul>	<b>Retail</b> <ul style="list-style-type: none"> <li>Retail Associate Enablement (Save the Sale)</li> <li>Retail Consumer Shopping (Customer Loyalty)</li> <li>Retail Optimization (Mobile Store Performance Insights)</li> </ul>	<b>Insurance</b> <ul style="list-style-type: none"> <li>Mobile Customer Care (Policy Management &amp; Customer Self Service)</li> <li>Mobile Agent Care</li> <li>Mobile Claims Management</li> </ul>	<b>Healthcare</b> <ul style="list-style-type: none"> <li>Mobile Health &amp; Wellness (Coordinated Care)</li> <li>Membership Mgmt. &amp; Claims</li> <li>Spending Analysis &amp; Reporting</li> </ul>
	<b>Government</b> <ul style="list-style-type: none"> <li>Mobile Workforce</li> <li>Citizen Access to Government Services</li> <li>Business Access to Government Services</li> </ul>	<b>Automotive</b> <ul style="list-style-type: none"> <li>Connected Vehicle</li> <li>Integrated Customer Retail Experience</li> <li>Mobile Supply Chain &amp; Operations</li> </ul>	<b>Telecom</b> <ul style="list-style-type: none"> <li>Mobile Customer Operations (Subscription &amp; Service Management)</li> <li>Machine-to-Machine (M2M) Communication</li> <li>Field Service Management</li> </ul>	<b>Travel</b> <ul style="list-style-type: none"> <li>Mobile Customer Experience Management</li> <li>Smarter Transportation (Mobile Apps)</li> <li>Mobile Workforce &amp; Operation Management</li> </ul>

<b>X-Industry</b>	<b>B2C</b> <ul style="list-style-type: none"> <li>Mobile Commerce (Mobile Payments/ Wallets)</li> <li>Mobile Loyalty Programs</li> <li>Mobile Ticketing</li> </ul>	<b>B2B / B2E</b> <ul style="list-style-type: none"> <li>Mobile Workforce</li> <li>Mobile Salesforce</li> <li>Mobile Supply Chain Management</li> </ul>	<b>M2M</b> <ul style="list-style-type: none"> <li>Mobile Asset Management</li> <li>Fleet Optimization</li> <li>Connected Devices IOC (Mobile Analytics)</li> </ul>
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# IBM MobileFirst Studios

*Accelerating client innovation and collaboration via new mobile solutions*

Studio-based Consulting Teams working with Clients...

...to provide...



**GBS**

**Interactive Experience Practice**

- Customer Strategy
- Analytical Insights
- Creative & Design
- Customer Platforms



**Mobile Services Specialists**  
Mobile Strategists

**Mobile Creative & Design**  
Mobile Technical Architects

IBM Research

SWG MobileFirst

GTS Mobile Services



*Multi-device  
Multi-platform  
Highly interactive  
Content rich displays*



**Mobile Advisory Services**

- Enterprise Strategy
- Mobile Technology Strategy
- Mobile Moments Process Design



**Mobile Innovation & Design Services**

- Mobile Experience Design
- Mobile Proof-of-Concept Design
- Mobile Rapid Visioning



**Mobile App Development Services**

- Development from the Cloud
- Mobile Integration & API Services
- Mobile Testing
- Enterprise Application Mobile Extension

...that integrate...



**IBM MobileFirst Portfolio**

- Industry Use Cases & Starter Apps
- IBM & Partner Applications
- Application & Data Platform + Management + Security + Analytics
- Infrastructure
- Cloud & Managed Services



# Why Choose IBM's MobileFirst Portfolio?

**200+**  
**IBM SOFTWARE APPS**  
are available today in App Stores,  
with almost **1,000,000 downloads**

IBM named  
**A LEADER**  
among **Global**  
**Digital Marketing**  
**Agencies**

IBM named  
**A LEADER**  
in **Application**  
**Security Testing**

**100%**  
**OF THE TOP 100**  
communication  
service providers  
use IBM software

IBM named  
**A LEADER**  
in **Mobile**  
**Application**  
**Development**  
**Platforms**

**Software & Information**  
**Industry Association (SIIA)**  
honored IBM

for Best Mobile Development  
Solution  
(May 2013) **//CODiE//**  
2013 SIIA CODIE WINNER

IBM is cited as  
**A LEADER**  
in **app design and**  
**managed services**

**OVER**  
**250**  
business partners  
working with IBM  
to deliver mobile  
solutions

IBM has helped transform  
**NEARLY 4,000**  
**COMPANIES** with mobile





## Apple + IBM recently announced a ground-breaking partnership

*IBM and Apple will collaborate with a set of new offerings exclusively tailored for the iOS experience*



# A Major US Retailer implements an IBM solution to enable unique engagement with their clients



Capturing in-store behavior will be essential to differentiate the customer experience



## Solution

Implemented Network Services and Presence Zone solution.

Delivered a unified customer experience across multiple channels by engaging in-store shoppers with real-time, relevant interactions

## Challenges

Needed to improve customer loyalty and deliver a differentiated brand experience

## Benefits

Made omni-channel commerce a reality to drive revenue and profit across all channels

- Gain insight from in-store customer behavior
- Differentiate the customer experience
- Deliver exceptional customer service and brand experiences.



# Japanese Kochi Medical School Hospital improves care quality while cutting costs



## Challenges

The hospital wanted to update its mobile environment to improve care quality, medical staff productivity and operating cost reduction.

## Solution

IBM helped the hospital to restructure its architecture to take advantage of Apple iPod touch devices, offering a more intuitive user interface, lower maintenance costs and a broader range of applications.

## Benefits

Lower per-device expense helps reduce maintenance costs and equip a larger pool of employees.

Cloud based architecture maintains a security-rich environment for medical information which extends to, but is not stored on, mobile devices.



# Start your mobile journey today

## Think BIG.



### Set the Vision

- What is your vision?
- How are you positioned relative to competitors?

## Start SMALL.



### Select a Project

- What area will generate the highest return?
- Where are the biggest gaps?

## Act NOW.



### Execute the Plan

- What actions should you take?
- How can you get started quickly?

# IBM **MobileFirst**



# Get started with an IBM MobileFirst Workshop

*Half or full day interactive workshop with an IBM MobileFirst expert team\* to help your enterprise client plan and develop a customized roadmap for success*

## Workshop



For Line-of-Business and IT leaders seeking expertise and experience in developing, enhancing, and/or executing their mobile enterprise strategy

## Client Value



- Industry expertise with top use cases and successes
- Capability assessment including identification of opportunities and gaps in mobile strategy
- A detailed client report and next steps

## Highlights



- Interactive discussion to understand client business drivers, pains and requirements
- Overview of IBM MobileFirst Strategy, Technology and POV's
- Industry trends and imperatives
- Structured working session to outline next steps

